

You've Got Pineapple

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Pineapple Hospitality launches 2 free quarterly newsletters to keep you updated on the latest green industry news and trends

Pineapple Hospitality has launched two free quarterly e-newsletters, bringing together the latest news, data and trends of the hospitality industry.

The Pineapple Hospitality newsletter, 'Fresh Ideas,' is aimed at anyone in the industry who has or is considering adding a green component to his/her hospitality offerings.

Within this rapidly evolving market, tens of millions of environmentally conscious customers are searching for options that will help them bring their eco-minded practices with them on the road and reduce their carbon footprints as they travel.

The Pineapple Hospitality newsletter outlines the new products and practices that will make your hotel stand out in the crowded marketplace by offering real solutions to customers who can differentiate green from greenwashing.

The second newsletter, 'Atmosphere,' focuses exclusively on Pineapple Hospitality's FreshStay.com, an online directory and integrated booking agent for more than 3,500 100% nonsmoking lodging facilities.

As more hotels choose to go 100% smoke-free, the Atmosphere newsletter will provide updated information, statistics and testimonials from those hotels that have benefited from going smoke free and marketing through FreshStay.com.

'As the premier distributor of green products, services and marketing programs to the hospitality industry, hoteliers have come to depend on Pineapple Hospitality for the latest product offerings and expertise designed to promote sustainability of both the environment and the bottom line,' says Ray Burger, Pineapple Hospitality president. 'Through our free quarterly e-newsletters, we're now bringing that information and analyses directly to you.'

Either sign up and receive the e-newsletters through your e-mail or find downloadable copies directly at PineappleHospitality.net.

'Don't get left behind. Web-savvy customers and competitors are able to adapt to changes in market conditions immediately,' says Burger. 'Through these e-newsletters, we will be able to keep our customers abreast of new products, new laws and new insight into the rapidly growing green and smoke-free markets.'

'Hopefully, through these newsletters we can develop a dialogue and interaction that will keep you informed and allow us to serve you and the entire industry even better.'

Inaugural Issues

The inaugural Summer 2008 Pineapple Hospitality Fresh Ideas newsletter included the following:

News about the founding of Atlantis Hospitality, a new hospitality-focused consultant group,

Statistics, such as 'A recent study says 70% of hotel guests don't think hospitality properties are doing enough to reduce their carbon footprints',

How adding one sentence to your signage can improve guest participation in towel/linen reuse programs by 33 percent,

Four new products that will help you cut costs, improve guest satisfaction and boost your profits, and

The latest editorials and opinions from the Green Guru Ray Burger.

FreshStay.com's Summer 2008 Atmosphere newsletter also was packed with:

News about hotels that are going beyond smoke-free and offering indoor air quality improvements,

Statistics, such as '60 percent of guests say they would pay extra for rooms with indoor air quality enhancements',

Testimonials on the success of FreshStay.com's integrated booking agent from Golden Arrow Lakeside Resort in Lake Placid, N.Y., and RB Properties, which operates the Morrison-Clark Historic Inn, Henley Park Hotel, State Plaza Hotel and Hotel Lombardy in the Washington, D.C. area,

The top reasons to quit smoking from the American Lung Association,

The top countries that have mandated non-smoking hotels, and

Of course, the opinions and insight of the always-fresh Ray Burger.

Jam-packed with information, yet quick and compact, these newsletters will keep you in the know and up-to-date on everything you need to know to lead your hotel operation toward a cleaner, greener and smoke-free tomorrow.

Check out www.pineapplehospitality.net and www.freshstay.com to download your copies of the newsletters today.

About Pineapple Hospitality

Headquartered in Saint Charles, Missouri, Pineapple Hospitality(TM) is The Co-Founder and Host of the ANNUAL GREEN HOSPITALITY CONFERENCE, an EPA ENERGY STAR(TM) partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay(R) (www.freshstay.com), EcoRooms(R) & EcoSuites(TM) (www.EcoRooms.com) Environmentally Sensitive Amenities(TM), EO(R), Neutrogena(R) and greenSPA(TM) amenities and AVIVA dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Key Cards, Energy Management Systems and Controls, High Performance showerheads, the Nature's Mist(TM) deodorization system, Zero Odor, and dozens of other products and programs. For more information, please visit www.pineapplehospitality.net, or call us at 636-922-2285.

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